

HAVING IT ALL

GIRLS & FINANCIAL LITERACY

THE GOOD NEWS:

Girls see a future where...

...they are financially independent and empowered.



94% of girls would rather make their own money than rely on their parents.

80% would rather make their own money than marry someone who would support them financially.

ONLY 13% believe that men are better with money than women.

...they are equal decision makers in the family.

86% say that both household partners should make financial decisions for the family.

74% say that both partners should be responsible for raising children.



...they will "have it all."

96%



of girls expect they will be able to provide for their families.

95%



of girls expect they will own a home one day.

87%



of girls expect they will make a lot of money.

87%



of girls expect they will give back to their communities.

BUT ARE GIRLS READY TO MAKE THEIR DREAMS A REALITY?

ONLY 12% FEEL "VERY CONFIDENT" MAKING FINANCIAL DECISIONS.

THE SOLUTION

Secure Girls' Financial Futures with SKILLS

Girls want financial literacy skills to help them achieve their dreams.



90%

say it is important for them to learn how to manage money.



87%

say it is important to set financial goals.



68%

are interested in learning about how to save money and plan for the future.



46%

are interested in learning how to make big purchases like a home or car.



45%

are interested in learning how to pay for their education.